

From: John Del Vecchio, CFA <Fool@foolsubs.com>
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To: Hanchett, James (DPH)
Subject: Forget buy and hold, think buy and short

Forget Buy and Hold, Think Buy and Short

**Motley Fool BIG Short launches
Tuesday, September 14, 2010**

Access my three new institutional-quality research reports... a new video revealing two widely-held stocks that could be ticking time bombs in your portfolio... and a live trade recommendation... and get it all FREE!

By John Del Vecchio, CFA

Saturday, September 11, 2010

Dear Fellow Investor,

I was wrong.

Because shorting stocks is a niche discipline even on Wall Street (in my experience one in 50 professional investors has the foggiest idea how to go about it), I assumed that only a small number of Motley Fool members would be interested.

To my surprise, more than 67,000 of your fellow investors have raised their hands requesting more information about my new service *Motley Fool BIG Short*.

As far as I can gather from our business people here at The Motley Fool, this is the most interest we've ever seen in advance of a service opening.

This is noteworthy for two reasons

First, for logistical reasons I'll explain in my launch day invitation on September 14, 2010, we can only accommodate 2,500 members (less than 5% of those who have already expressed interest).

Second, when The Motley Fool opened our sister service *Motley Fool Special Ops* to the same number of members this past March, **the service filled and we were forced shut the doors in 36 HOURS**.

So you can see why I'm excited that so many of your fellow investors have taken the opportunity to sample my research -- and why I encourage you to let me know if you are interested.

Now here's the good news for you...

There's a third reason I'm pleased to see such high interest in learning more about my work in the field of risk management and forensic accounting. I'm just now putting the finishing touches on what I call the **BIG Short Survival Kit**. It's a valuable bundle of my best research and yours FREE for the asking.

The **BIG Short Survival Kit** features a live trade recommendation... an exclusive video revealing two widely-held stocks that may be ticking time bombs in your portfolio right now... and three brand new research reports.

Many Motley Fool readers have reported that my first two reports -- **"5 Red Flags - How to Find the BIG Short"** and **"4 Deadly Mistakes Even the Pros Make"** are proving to be outstanding resources. But I think you'll find my third just as valuable...

It's called **"The Simple Mistake That Costs U.S. Investors Billions Each Year... And How You Can Avoid It"** and it describes my three proven strategies to profit in any market. My team and I published it late last night, so you will be among the very first to see it.

Then stay tuned for my live trade recommendation...

The first reveals two widely-held stocks with dangerously low quality of earnings. You need to know if these ticking time bombs are in your portfolio -- and if they are, please consider selling them as soon as possible.

The second video hands you a short opportunity you can act on right now. I show you step-by-step how I found the stock using my proprietary EQ Scan model... and walk you through the entire transaction using my online Interactive Brokers trading account.

New to shorting stocks or simply have questions? No worries...

On Monday, from 3 to 5 p.m., I will hold an exclusive live chat where I will answer any and all questions you may have. I'll even send you an email notification showing you exactly how to log on and ask a question -- or simply follow along.

In the meantime, I encourage you to get up to speed on my latest research reports and videos. I think you'll agree that this is some of the most valuable research we've ever published at The Motley Fool.

If you'd like to get copies of everything we've just discussed...

- My two new reports, "**5 Red Flags -- How to Find the BIG Short**" and "**4 Deadly Mistakes Even the Pros Make**"
- My hot-off-the-presses third and final report, "**The Simple Mistakes That Costs U.S. Investors Billions Each Year... And How You Can Avoid It**"
- My new video revealing two widely-held stocks that could be ticking time bombs in your portfolio...
- My live trade recommendation -- demonstrating my proprietary EQ Scan model and walking you through the transaction using my Interactive Brokers trading account

Plus an invitation to join me in a live chat to answer all your questions this Monday, September 13, 2010 -- please click the link below.

You'll be directed to a Motley Fool webpage where you can enter your email address. This way, you'll have all my latest research and a fair opportunity to join Motley Fool BIG Short should you choose to do so when it opens Tuesday, September 14, 2010.

Again, I frankly didn't expect interest to be so high. I'm fairly certain this service will fill up quickly. If you think you might be interested in joining please click the link below. And don't forget to enter your email address so that I can be in touch.

[**CLICK HERE TO START NOW!**](#)

Regards,



John Del Vecchio, CFA
Your *Motley Fool BIG Short Advisor*

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